



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Marion, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	72.1%	Population		31,089	31,105
Heartland Communities	16.1%	Households		12,979	13,129
Simple Living	4.0%	Families		9,073	9,016
Rooted Rural	2.9%	Median Age		40.4	41.8
Rural Bypasses	2.9%	Median Household Income		\$32,689	\$36,338

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,431.19	\$18,575,369
Men's	54	\$269.22	\$3,494,146
Women's	50	\$479.18	\$6,219,333
Children's	62	\$271.86	\$3,528,522
Footwear	47	\$236.79	\$3,073,260
Watches & Jewelry	49	\$96.24	\$1,249,056
Apparel Products and Services ¹	53	\$77.90	\$1,011,052
Computer			
Computers and Hardware for Home Use	55	\$119.47	\$1,550,571
Software and Accessories for Home Use	49	\$14.60	\$189,544
Entertainment & Recreation	62	\$2,135.21	\$27,712,926
Fees and Admissions	46	\$282.08	\$3,661,071
Membership Fees for Clubs ²	48	\$76.49	\$992,747
Fees for Participant Sports, excl. Trips	49	\$55.18	\$716,223
Admission to Movie/Theatre/Opera/Ballet	43	\$64.36	\$835,370
Admission to Sporting Events, excl. Trips	49	\$27.99	\$363,242
Fees for Recreational Lessons	44	\$58.05	\$753,489
TV/Video/Sound Equipment	62	\$716.88	\$9,304,403
Community Antenna or Cable Television	66	\$443.33	\$5,753,929
Color Televisions	53	\$72.54	\$941,537
VCRs, Video Cameras, and DVD Players	62	\$23.86	\$309,683
Video Cassettes and DVDs	62	\$37.62	\$488,327
Video Game Hardware and Software	60	\$19.84	\$257,492
Satellite Dishes	67	\$1.03	\$13,317
Rental of Video Cassettes and DVDs	58	\$34.62	\$449,339
Sound Equipment ³	51	\$80.77	\$1,048,300
Rental and Repair of TV/Sound Equipment	57	\$3.27	\$42,479
Pets	74	\$324.96	\$4,217,608
Toys and Games	65	\$117.89	\$1,530,086
Recreational Vehicles and Fees ⁴	78	\$355.47	\$4,613,582
Sports/Recreation/Exercise Equipment ⁵	60	\$139.20	\$1,806,739
Photo Equipment and Supplies ⁶	59	\$80.59	\$1,045,950
Reading ⁷	56	\$118.15	\$1,533,487
Food	63	\$5,341.04	\$69,321,335
Food at Home	65	\$3,292.08	\$42,727,932
Bakery and Cereal Products	65	\$470.96	\$6,112,619
Meat, Poultry, Fish, and Eggs	67	\$887.93	\$11,524,393
Dairy Products	65	\$360.58	\$4,679,932
Fruit and Vegetables	60	\$528.50	\$6,859,465
Snacks and Other Food at Home ⁸	67	\$1,044.11	\$13,551,523
Food Away from Home	60	\$2,048.96	\$26,593,403
Alcoholic Beverages	54	\$331.12	\$4,297,549
Nonalcoholic Beverages at Home	69	\$301.71	\$3,915,832



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	35	\$516.93	\$6,709,193
Vehicle Loans	76	\$4,663.24	\$60,524,184
Health			
Nonprescription Drugs	71	\$85.98	\$1,115,969
Prescription Drugs	84	\$487.76	\$6,330,685
Eyeglasses and Contact Lenses	66	\$54.60	\$708,643
Home			
Mortgage Payment and Basics ⁹	53	\$4,641.35	\$60,240,063
Maintenance and Remodeling Services	55	\$1,080.25	\$14,020,624
Maintenance and Remodeling Materials ¹⁰	76	\$285.16	\$3,701,029
Utilities, Fuel, and Public Services	68	\$2,971.26	\$38,564,044
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$77.94	\$1,011,576
Furniture	53	\$338.50	\$4,393,383
Floor Coverings	50	\$45.09	\$585,222
Major Appliances ¹²	68	\$199.75	\$2,592,545
Housewares ¹³	57	\$60.32	\$782,877
Small Appliances	66	\$24.22	\$314,330
Luggage	43	\$4.44	\$57,645
Telephones and Accessories	56	\$26.46	\$343,384
Household Operations			
Child Care	45	\$189.43	\$2,458,594
Lawn and Garden ¹⁴	79	\$351.14	\$4,557,436
Moving/Storage/Freight Express	52	\$27.68	\$359,211
Housekeeping Supplies ¹⁵	68	\$522.85	\$6,786,078
Insurance			
Owners and Renters Insurance	72	\$345.80	\$4,488,085
Vehicle Insurance	66	\$962.34	\$12,490,182
Life/Other Insurance	69	\$441.43	\$5,729,267
Health Insurance	74	\$1,463.39	\$18,993,392
Personal Care Products ¹⁶	62	\$292.52	\$3,796,553
School Books and Supplies ¹⁷	55	\$66.57	\$864,048
Smoking Products	80	\$387.02	\$5,023,154
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$4,226.30	\$54,853,131
Gasoline and Motor Oil	74	\$1,512.23	\$19,627,207
Vehicle Maintenance and Repairs	63	\$669.58	\$8,690,490
Travel			
Airline Fares	45	\$182.67	\$2,370,925
Lodging on Trips	55	\$222.71	\$2,890,573
Auto/Truck/Van Rental on Trips	41	\$17.84	\$231,536
Food and Drink on Trips	56	\$263.42	\$3,418,967

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.